EXAMINING THE ROLE OF ATTITUDE AS INTERVENING VARIABLE ON THE EFFECTS OF REPUTATION SERVICE QUALITY AND PERCEIVED RISK ON REPURCHASE INTENTION - THE CASE OF TRAVELOKA CUSTOMERS DURING PANDEMIC IN INDONESIA INDIA

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ABSTRACT

The aim of the study was to examine the intervening variable of attitude on the effect of reputation, service quality and perceived risk on repurchase intention. Data were collected from 110 respondents who ever had benefit from using Traveloka Apps, and distributed through google form. Amos 22.0 and SPSS 21.0 were operated to analyze the data. The results showed that actually attitude did not post as intervening variable, whether on the effect of reputation on repurchase intention, satisfaction on repurchase intention or perceived risk on repurchase intention.

KEYWORDS: *Reputation, Service Quality, Perceived Risk, Attitude, Repurchase Intention*

INTRODUCTION

Kotler & Keller (2013) say that one of firm main tasks is customer's retention. It is suggested that the customers' retention should be seriously taken into account, since it will save a lot of money than new customers' acquisition. In addition, managing old customers will lead to customers' loyalty. The one that is very important for firms.

There are a lot of loyalty's indicators. One of them is repurchase. Actually customers who always buy the same product do not likely belong to be true loyal. From one point of view it might be a habit (Schiffman & Kanuk, 2008). It also probably is spurious loyalty (when repeat patronage is high, but attitude is relatively low) (Schiffman & Kanuk, 2008). The customers' repurchase in this study is certainly supposed that customers are not only spurious but really have high repeat patronage and high relative attitude.

Ajzen (1991) proclaims that somebody before doing something, an intention to behave arises first. The theory of planned behavior (Ajzen, 1991) declares that purchase intention is determined by attitude. So, logically repurchase intention similarly is a predictor of repurchase, which is determined by attitude as well. Some studies support the thesis (Dewi & Ardani, 2016; Amoroso & Ackaradeiruangsri, 2017; Heryana & Yasa, 2020). This study is theorized that customer's attitude is formed by reputation (Saktiningtyas, 2014; Jung & Seock, 2016; Makkar, 2016), service quality (Mugiono, 2017; Hendra, Sihombing & Sitorus, 2020) and risk perception (Choi, Lee & Ok, 2013; Arsian, Gecti & Zengin, 2013; Abdelkader. 2015; Dharaveer & Chanda, 2021). In addition, reputation has an effect on repurchase intention (Susanti, Warso & Haryono, 2016; Fajar, Priharsari & Rokhmawati, 2022), service quality has an effect on repurchase intention (Bahar & Sjaharuddin, 2015; Phuong & Trang, 2018; Wilson, Keni & Tan, 2019; Prabowo, Astuti, & Respat

2020), perceived risk has an effect on repurchase intention (Tho, Lai &Yan, 2017; Prasetyo, 2018; Fikri, *et al.* 2019).

The model likely inspires unique position of attitude. It might post as intervening variable on the relation of (1) reputation-attitude-repurchase intention, (2) service quality-attitude-repurchase intention and (3) perceived risk-attitude-repurchase intention. Which relation denoting attitude as intervening variable obviously will be investigated through this study. So, the aim of the study is to examine the position of attitude whether it mediates the effect of the tree independent variables (reputation, service quality and perceived risk) on repurchase intention, particularly on online shopping.

HYPOTHESES

Hypotheses Proposed in This Study are As Follows:	
H1:	Reputation (R) affects attitude (Ab)
H2:	Reputation (R) affects repurchase intention (RPI)
H3:	Service quality (SQ) affects attitude (Ab)
H4:	Service quality (SQ) affects repurchase intention (RPI)
H5:	Perceived risk (PR) affects attitude (Ab)
H6:	Perceived risk (PR) affects repurchase intention (RPI)
H7:	Attitude (Ab) affects repurchase intention (RPI)
H8:	Attitude (Ab)mediates the effect of reputation to repurchase intention(RPI)
H9:	Attitude (Ab)mediates the effect of service quality to repurchase intention(RPI)
H10:	Attitude (Ab)mediates the effect of perceived risk to repurchase intention(RPI)

METHODS

Respondents are those who ever use Traveloka Apps. Sample consists of 110 respondents. It is withdrawn by non-probability sampling, particularly convenience and judgment method (Cooper & Schindler, 2001; 2008). Data submitted by questionnaire utilizing Likert scale ranging from 1= completely not agree to 5= completely agree, which is distributed through google form. The instruments are verified by confirmatory factor analysis and Cronbach's alpha. Data are analyzed by the use of Amos 22.0 and SPSS 21.0.

RESULTS

Confirmatory Factor Analysis (Cfa)

4.1.1 Variables R, SQ, PR, Ab and RPI

Applying confirmatory factor analysis (CFA), the loading factors of indicators are as follows.

Table 1: Indicator of Variables R, SQ, PR, Ab and RPI

Indicators	Loading Factors	Justification
R1	0.809	Valid
R2	0.708	Valid
R3	0.849	Valid
R4	0.732	Valid
R5	0.655	Valid
R6	0.599	Valid
R7	0.675	Valid
SQ1	0.698	Valid
SQ2	0.619	Valid
SQ3	0.565	Valid
SQ4	0.758	Valid
SQ5	0.752	Valid
SQ6	0.710	Valid
SQ7	0.688	Valid
SQ8	0.766	Valid
SQ9	0.785	Valid
SQ10	0.716	Valid
SQ11	0.708	Valid
SQ12	0.836	Valid
SQ13	0.754	Valid
SQ14	0.766	Valid
SQ15	0.725	Valid
SQ16	0.646	Valid
SQ17	0.720	Valid
SQ18	0.767	Valid
SQ19	0.691	Valid
SQ20	0.679	Valid
SQ21	0.770	Valid
SQ22	0.819	Valid
PR1	0.636	Valid
PR2	0.797	Valid
PR3	0.744	Valid
PR4	0.799	Valid
PR5	0.800	Valid
PR6	0.841	Valid
PR7	0.813	Valid
PR8	0.768	Valid
b	0.941	Valid
ev	0.918	Valid
RPI1	0.710	Valid
RPI2	0.878	Valid
RPI3	0.929	Valid

Source: data analysis

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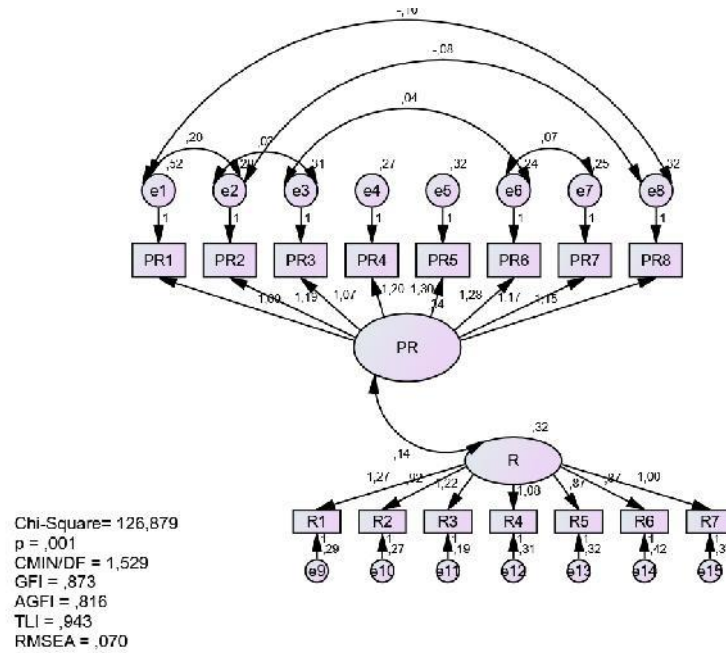
Figure 1: CFA of R and PR.

Figure 2: CFA of Ab and RPI.

Chi-Square= 332,231
p = ,000
CMIN/DF = 1,704
GFI = ,797
AGFI = ,737
TLI = ,911
RMSEA = ,060

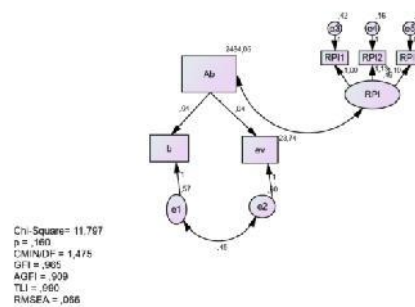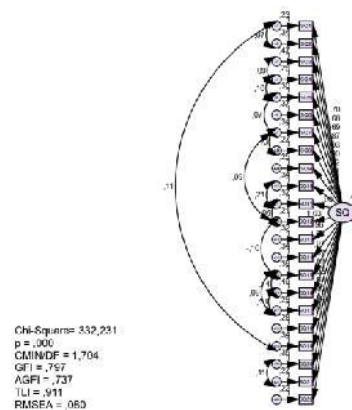**Figure 3: CFA of SQ.**

All indicators employed in the study are above the threshold (0.5). So, they are worthy to be valid (Ghozali, 2011) (Table 1, Figure.1, Figure.2, Figure.3).

Test of Reliability

Based on 0.6 as a threshold (Ghozali, 2011), the Cronbach's alpha scores of variables R, SQ, PR, Ab and RPI are above on it. As a consequence, they are reliable (Table 2),

Table 2: Reliability of variables R, SQ, PR, Ab and RPI

Variables	Cronbach's α	Cut-off Point	Justification
R	0.882	0.6	Reliable
SQ	0.961	0.6	Reliable
PR	0.923	0.6	Reliable
Ab	0.927	0.6	Reliable
RPI	0.873	0.6	Reliable

Source: data analysis

Goodness of Fit of the Model

All indicators of the structural equation model drawn in Figure 4 likely have already met the requirements of a goodness of fit. As indicated on Table 3 the scores of chi-square/probability, cmin/df, GFI, AGFI, TLI, and RMSEA are appropriate. Consequently, the model is in line with the empirical data and worthy of use
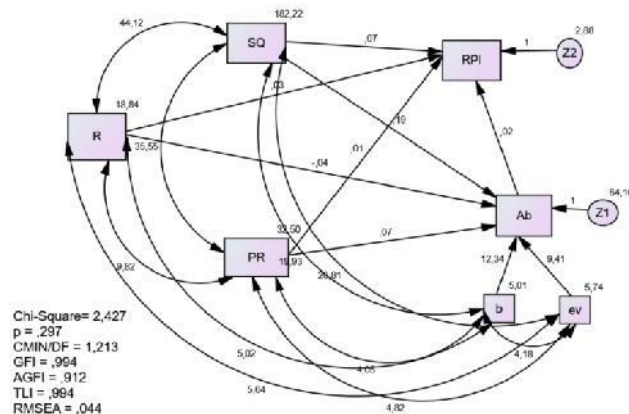
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Figure 4: The Structural Equation Model of the Study.

Table 3: Indicators of the Model

Indicators	Scores of the Model	Threshold	Justifi ation
Chi-square/Prob	2.427/0.297	27.877/p>0.001	Meet
Cmin/df	1.213	≤ 5	Meet
GFI	0.994	High	Meet
AGFI	0.912	≥ 0.9	Meet
TLI	0.994	≥ 0.9	Meet
RMSEA	0.044	0.05 to 0.08	Meet

Source: data analysis

Test of Hypotheses

Table 4 denotes the significant effects of SQ to Ab (p = 0.053) and SQ to RPI (p = 0.002). Therefore, H3 and H4 are supported by empirical data. In addition, as theorized by Ajzen (1991) Ab has significant effect on RPI (p = 0.000). It means H7 is supported by empirical data as well. Conversely, the effect of R on Ab and the effect of PR on Ab are not significant (p – 0.880; p = 0.625). In addition, R and PR do not significantly affect RPI (p = 0.639; p = 0.824). Therefore H1, H2, H5 and H6 are not supported by empirical data.

Table 4: Regression Weight Among Variables

			Estimate	S.E	C.R	P	Label
Ab	<---	R	-0.041	0.271	-0.151	0.880	par_1
Ab	<---	PR	0.075	0.153	0.488	0.625	par_2
Ab	<---	SQ	0.190	0.102	1.860	0.053	par_3
Ab	<---	b	12.340	0.581	21.255	***	par_8
Ab	<---	ev	9.406	0.537	17.501	***	par_9
RPI	<---	Ab	0.019	0.005	4.034	***	par_4
RPI	<---	SQ	0.067	0.022	3.055	0.002	par_5
RPI	<---	R	0.027	0.057	0.470	0.639	par_6
RPI	<---	PR	0.007	0.032	0.223	0.824	par_7

Source: data analysis

Since the effect of R and PR on RPI both are not significant, attitude likely does not post as intervening variable whether on the relation of R-Ab-RPI or PR-Ab-RPI. As a consequence, H8 and H10 are not supported by empirical data.

The attitude might be an intervening variable when on the relation among SQ, Ab and RPI. To examine this position, standardized direct effect among variables will be employed to check out.

Table 5 shows that the direct effect of SQ on RPI is 0.364. The indirect effect of SQ on RPI is the effect of SQ on Ab plus the effect of Ab on RPI. In other words, the indirect effect of SQ on RPI is 0.051 plus 0.378, equal to 0.429. Since the direct effect is smaller than the indirect effect, Ab likely fails to mediate the effect of SQ on RPI. Therefore, H9 is not supported.

Table 5: Standardized Direct Effect Among Variables

	ev	b	SQ	PR	R	Ab
Ab	0.452	0.554	0.051	0.009	-0.004	0.000
RPI	0.000	0.000	0.364	0.017	0.047	0.378

Source: Amos output

DISCUSSION

The power of excellent service quality likely makes customers impressed. So it inevitably significantly affects customers' attitude. The impression of customers also leads them to repurchase. The results obviously are in line with the studies of Mugiono (2017); Hendra, Sihombing & Sitorus (2020) and Bahar & Sjaharuddin (2015); Phuong & Trang (2018); Wilson, Keni & Tan (2019); Prabowo, Astuti, & Respati (2020).

It is commonly known that customers 'attitude is a good predictor of intention (Ajzen, 1991). In this study, customers' attitude has an effect on repurchase intention as well. It obviously keeps up the study of Dewi & Ardani (2016); Amoroso & Ackaradeiruangsri (2017) and Heryana & Yasa (2020).

The findings likely do not support the studies of Saktiningtyas, 2014; Jung & Seock, 2016; Makkar, 2016; Choi, Lee & Ok, 2013; Arsian, Gecti & Zengin, 2013; Abdelkader. 2015; Dharaveer & Chanda, 2021, since whether reputation or perceived risk does not have significant effect on customers' attitude. In addition, the findings do not back up the studies of Choi, Lee & Ok, 2013; Arsian, Gecti & Zengin, 2013; Abdelkader. 2015; Dharaveer & Chanda, 2021; Tho, Lai &Yan, 2017; Prasetyo, 2018; Fikri, *et al.* 2019,since whether reputation or perceived risk does not affect repurchase intention.

The insignificant effects of variables towards whether customers' attitude or repurchase intention might be interpreted that travelling during pandemic in Indonesia is not encouraging. Even though people are not prohibited to go beyond their area, but it should be under particular condition and it is not just a fun. People likely become apathetic.

CONCLUSION

The insignificant influence of reputation on attitude and repurchase makes attitude is not worthy to be examined as intervening variable on the relation of reputation-attitude-repurchase intention. Similarly, the insignificant effect of perceived risk on attitude and repurchase intention makes attitude fails to meet the intervening variable requirement on the relation of perceived risk-attitude-repurchase intention. In addition, although attitude on the relation of service quality-attitude-repurchase intention likely posts as intervening variable, but after further investigation, it is not an intervening variable. Therefore, in short, attitude is not an intervening variable of the effect of the three independent variables (reputation, service quality, perceived risk) on repurchase intention.

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